

# Explore ASHEVILLE

Convention & Visitors Bureau

August 1, 2018

CVB 101 | Research & Reports | Sales & Marketing

Greetings!

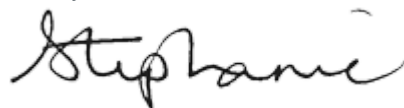
It was a pleasure seeing so many partners – both long-standing friends and new faces – at the Summer Social last week. The Wedge at Foundation and 12 Bones provided the perfect set-up for a great time; check out the pictures on the [Explore Asheville Facebook page](#).

And, thank you for your strong support of the school supply drive. Because of your generosity, hundreds of children will start the school year off right. United Way reported that the hospitality industry alone collected 526 backpacks and \$500!

We feel fortunate to work with our local tourism industry partners every day, and witness the amazing work they do within their businesses – for both their employees and visitors - and the community at large. As if we needed more evidence, check out the “In The Community” section below to see more news of local industry partners making big impacts!



See you soon!



**Stephanie Pace Brown**  
President & CEO  
Explore Asheville

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DATE

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21

## Community Update Partner Forum

- Tuesday, August 21
- 3:30 - 5:00 p.m.
- Explore Asheville Boardroom

Please join us for an informative presentation from our municipal partners at the City of Asheville. Hear updates on several new initiatives in the community:

- Community EMT Pilot Program, the six-week program of firefighters assisting in downtown safety issues
- Wall Street Mural & Lexington Avenue Public Art Projects
- Downtown Parking Update
- Blue Horizons Project: Councilwoman Julie Mayfield will share clean energy, cost-saving resources for businesses

[RSVP here >>](#)

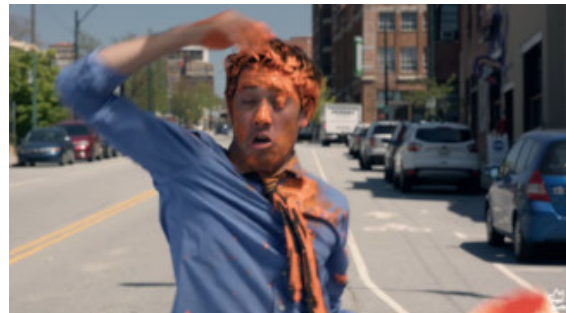
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## Bureau Buzz

### Millions of Eyes on Asheville! Zach King Video Launches

Explore Asheville's partnership with YouTube star and digital magician Zach King is out and into the world!

Last weekend, Zach posted the short film he shot in Asheville--**Whole Latte Trouble**--and it went viral within 24-hours of posting with **3.7 million views** and **540K likes** on Instagram, as well as an additional **437K views** on YouTube.



Thanks to the many partners and fans who helped make Asheville such an inspiring and welcoming backdrop for Zach and his crew. Help us spread the word and share this with your friends and followers.

**SHARE FROM THIS LINK ON OUR FACEBOOK PAGE:**

<https://www.facebook.com/Asheville/posts/10160749138480224>

- **Full Video | YouTube:** <https://www.youtube.com/watch?v=11FFzc08K-4>
  - **Instagram:** <https://www.instagram.com/p/BlyHrySnz-P/?hl=en&taken-by=zachking>
  - **Behind the Scenes in Asheville:** <https://www.youtube.com/watch?v=7nKTsSi7J9E> and [https://www.youtube.com/results?search\\_query=zach+king+hot+honey](https://www.youtube.com/results?search_query=zach+king+hot+honey).
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## Now Accepting Applications for the 2019 Festivals and Cultural Events Support Fund

Festivals and Cultural Events Fund provides financial support for events that both serve the residents of Buncombe County and the visitors that travel to the Asheville area for the sense of authenticity and welcoming spirit Asheville exudes. We envision these funds allowing organizers to take their event to the next level.

The application deadline is **August 31, 2018**. A Program Guide and application form are available for download on [AshevilleCVB.com](http://AshevilleCVB.com).

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## Notable Clips

The PR team generates significant stories about the Asheville area in national news outlets - here are a few of the most recent clips:

- Convention South – “[Event Planner's Guide to NC](#)”
  - Forbes – “[A North Carolina Road Trip \(Part One\): Waynesville to Blowing Rock](#)”
  - Time Out – “[The 12 Best Restaurants in Asheville](#)”
  - Turismo Italia News – “[All Crazy About Food in America: From Louisiana to North Carolina Food Tours and Cooking Classes in Three Iconic Cities](#)”
  - UNC-TV – “[NC Weekend Art Connections](#)”
  - US News & World Report – [The 30 Best Places to Travel Alone](#)
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## Welcome New Explore Asheville Team Members

The Group Sales & Service team are delighted to welcome two new team members! Kathryn Dewey is the new Sales Manager for North Carolina. Kathryn has 10+ years' experience in the hospitality industry and most recently held the position of National Events Account Manager at The Biltmore Company.



Connie Nuckolls Holliday is the new Senior Sales manager for the Southeast region. Connie worked for Marriott International for 11 years and has held Director of Sales positions at Biltmore and Crowne Plaza Asheville Resort.



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## Sales Update

Joseph Phelps, Group Sales & Services Specialist, joined more than three hundred tourism industry professionals, from across the United States, at Southeast Tourism Society's (STS) 27th Annual Marketing College June 24-29. STS Marketing College is a professional development program that includes course topics on digital marketing, media relations, customer service, tourism advertising, vacation research, and crisis management.

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## Who's in Town?

The sales team booked 27 groups and 10 weddings arriving in August for a total of 9,955 rooms!

- Advance America Leadership Meeting 2018
- American Osteopathic Association Summer Board Retreat
- 2018 Riverside Summer Shootout BOYS
- 2018 Riverside Summer Shootout GIRLS
- Beer City Cup 2018
- Asheville's Ultimate 22nd Annual HoDown
- Bob Lewis Park 2018 Top Gun "Bob Lewis Classic"
- Bob Lewis Park 2018 Top Gun "Bow Net Summer Shindig"
- Bob Lewis Park 2018 Top Gun "Labor Day Bash"
- Bob Lewis Park Back to School Classic 2018
- Bob Lewis Park Diamond Duel Tournament 2018
- Bondurant, Mixson and Elmore Retreat
- Merial Workcompraining
- Micromass Team Building August 2018

- Montreat College "Volley in the Mountains"
- North Carolina ArcGIS Users Group Fall Conference 2018
- North Carolina Association of Electric Cooperatives
- NC Child Support Council 2018 Annual Conference
- North Carolina Council on Developmental Disabilities
- 2018 Annual Council Meeting
- Northwest Anesthesia Seminar
- 2018 Sounds of Life Storytelling Workshop
- Spartan Race Asheville Super & Sprint Weekend 2018
- Wayne Insurance Agency
- 2018 NEXT/Women Leaders in College Sports
- ZERO TO THREE Summer Conference 2018

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**Partner  
Pro  
Tip**

Has your business recently moved to a new location? Rebranded with a new name? Changed business hours? It's a great idea to check over your business information on ExploreAsheville.com to make sure everything is accurate and up-to-date. Take a few minutes to login to the [Extranet](#) and review your information. You can make most of the changes right there. For any account-level changes, email your corrections and updates to Data Specialist Brit Martin at [bmartin@exploreasheville.com](mailto:bmartin@exploreasheville.com).

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## In The Community

### **Himanshu Karvir, WLOS "Person of the Week"**

BCTDA board member and general manager at the Holiday Inn Asheville - Biltmore West Himanshu Karvir was named Person of the Week by WLOS! He and his wife, Swati, were recognized for their devotion to supporting the school supply drive each year. Watch the video [here](#).

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### **Meherwan Irani in TIME Magazine: "Meet the 31 People Who Are Changing the South"**

Meherwan Irani of Chai Pani and Buxton Hall Barbecue was featured as one of 31 people changing the south in Time Magazine! Read the article [here](#).



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